



Einblicke und Ausblicke in die OTWSM-Entwicklung

Was ist gerade in der Entwicklung, welche Überlegungen werden angestellt?

Frank Steffen @ Web Solutions Usergroup | September 27, 2016

CEM Vision

Discussed at OpenText Enterprise World 2016

CEM Vision:

To optimize all enterprise interactions with the customer

Enable **two-way** conversations with a powerful, **algorithmic core** at scale, in digital

Enable experiences to be more **personalized & visual**

Enable customers with simple, **cloud, & mobile-aware** applications

Customer Experience Management Vision: Optimize the creation and delivery of targeted multichannel customer interactions

Compelling
Experiences

+

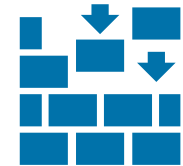
Multichannel
Engagement

+

Real-Time
Analytics

+

Application
Ecosystem



marketing / lob
in control

end-to-end connected
digital foundation

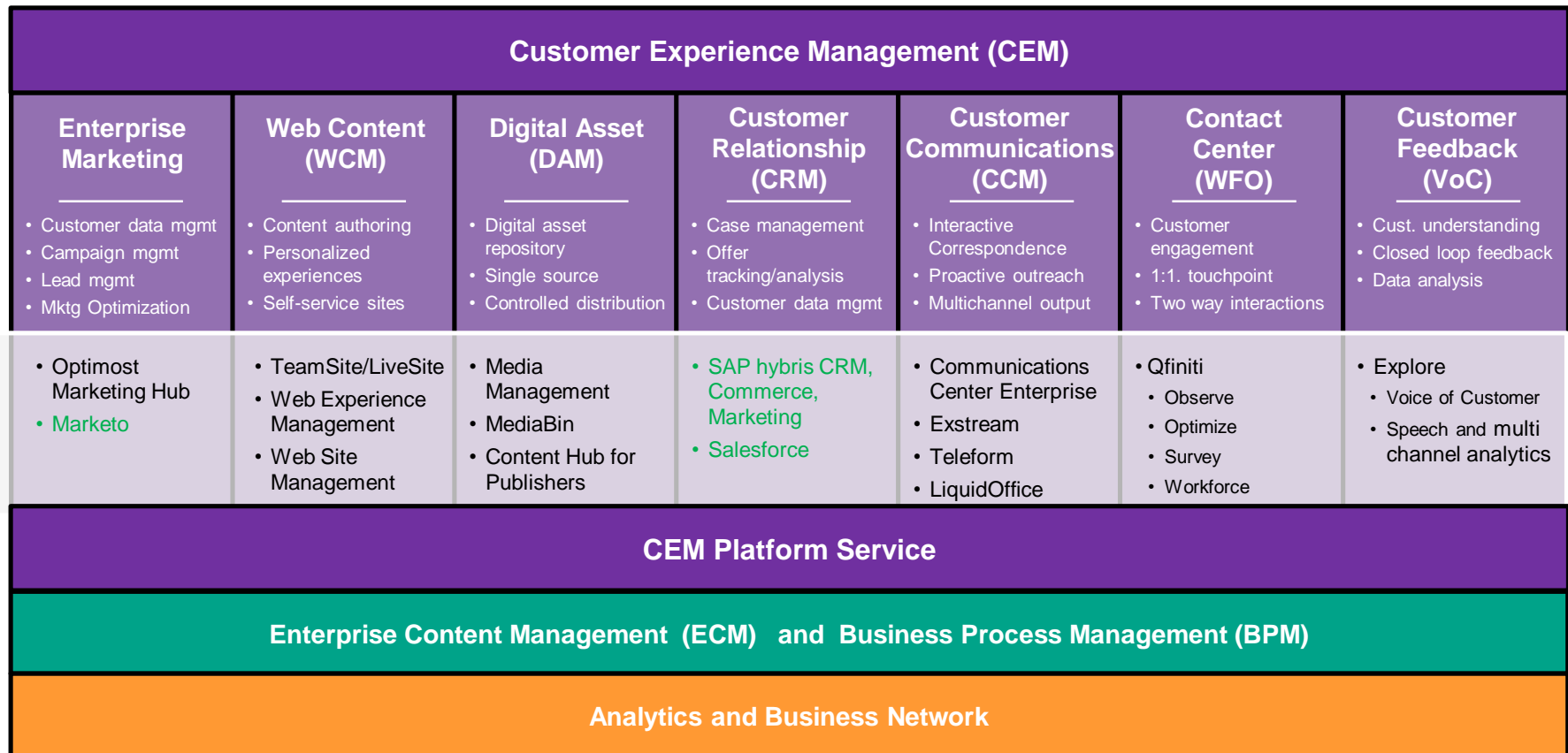
open, dynamic,
actionable

integrated & modular
components

Cloud and On-Premise Deployment Options

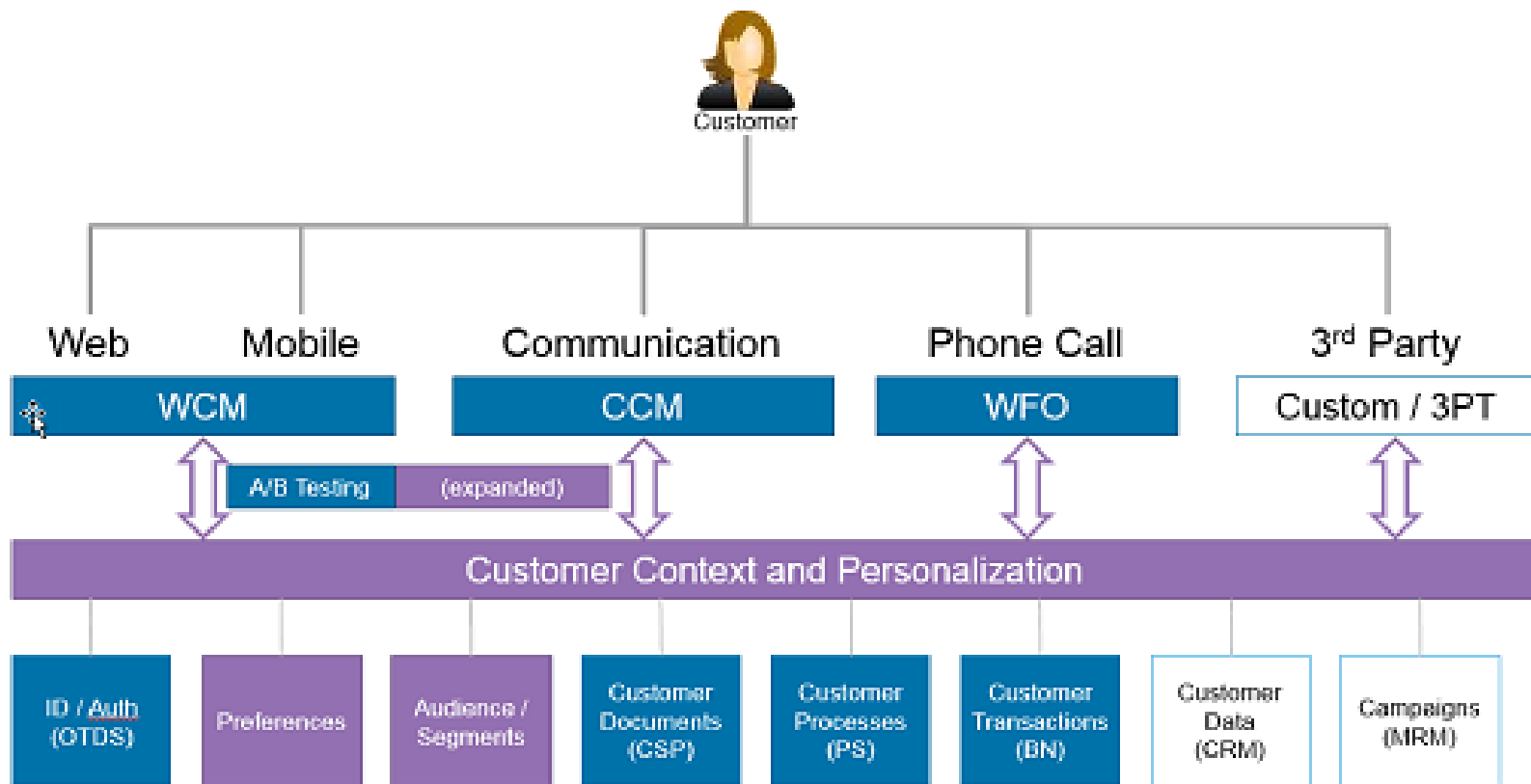
Engagement to Insight

Customer Experience Management Applications



Sources: Forrester, Gartner, CRMGuru, CustomerThink

Delivering Integrated Customer Interactions



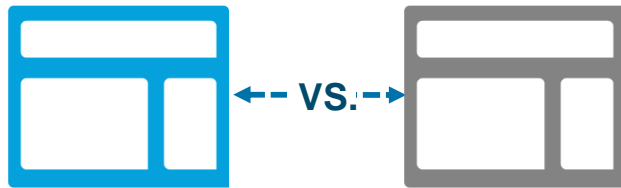
WSM Integration Points

A personal view of an interested Product Manager

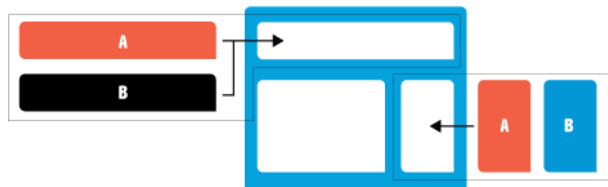
OpenText Optimost

Maximize online conversions

A/B Testing

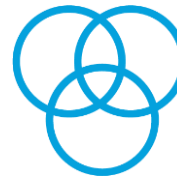


Multivariate Testing (MVT)



Advanced

Segmentation



Targeting

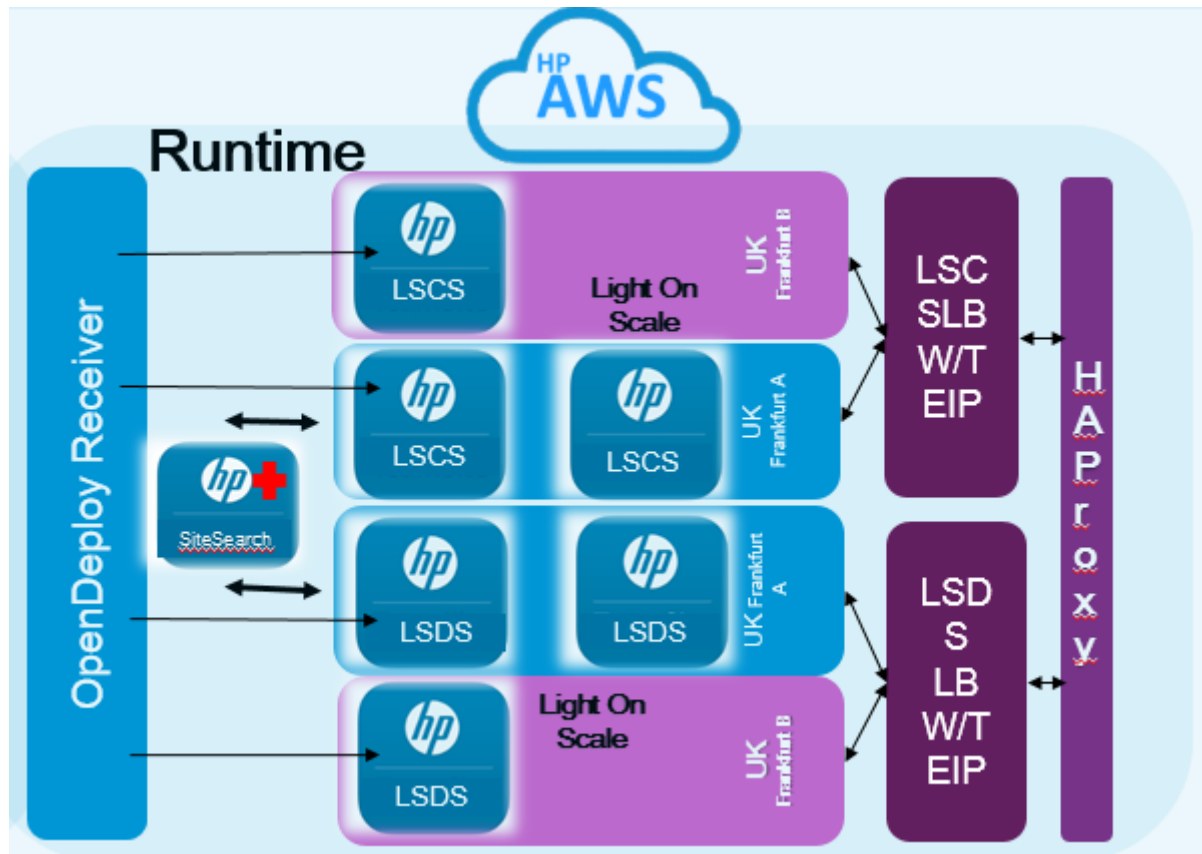


Behavioral Analysis

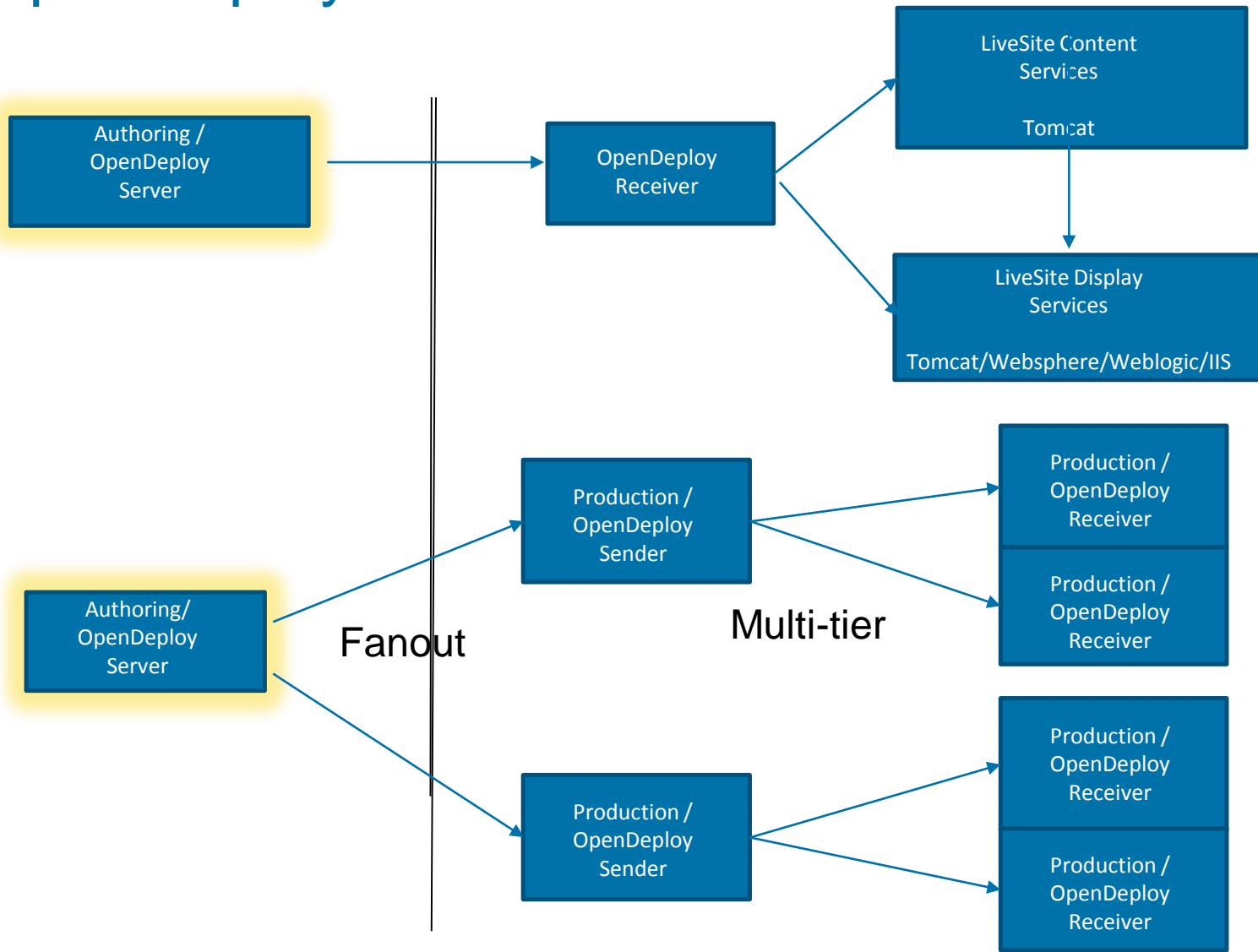


Consulting Services

OpenText LiveSite

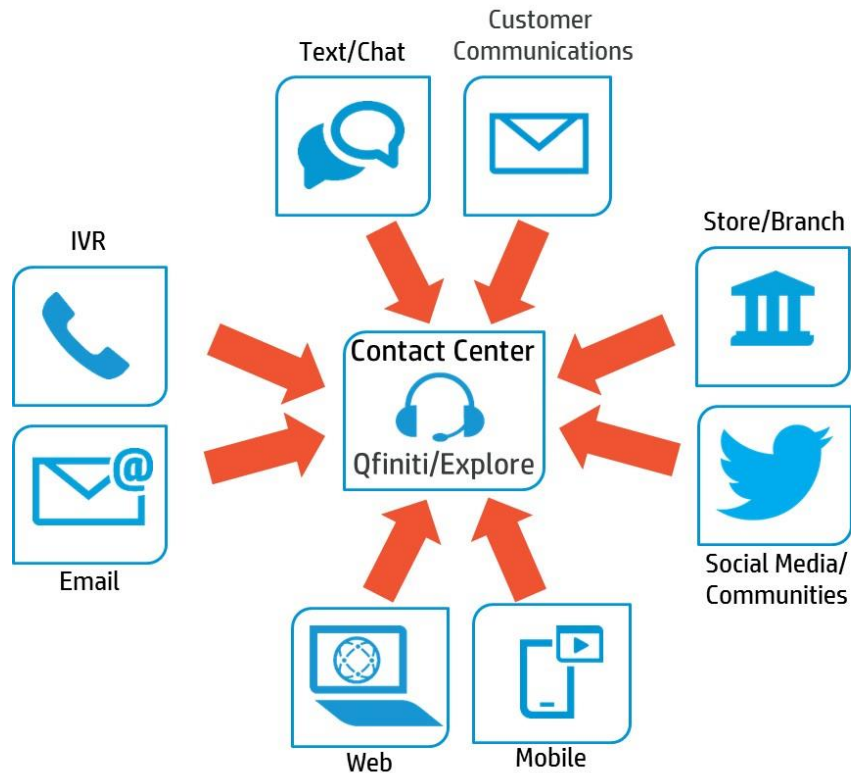


OpenDeploy Scenarios



OpenText Qfinity

All roads lead to the contact center...



While we try to reduce call volume, because of unresolved customer experience in first touches, the **number of calls is actually rising**.

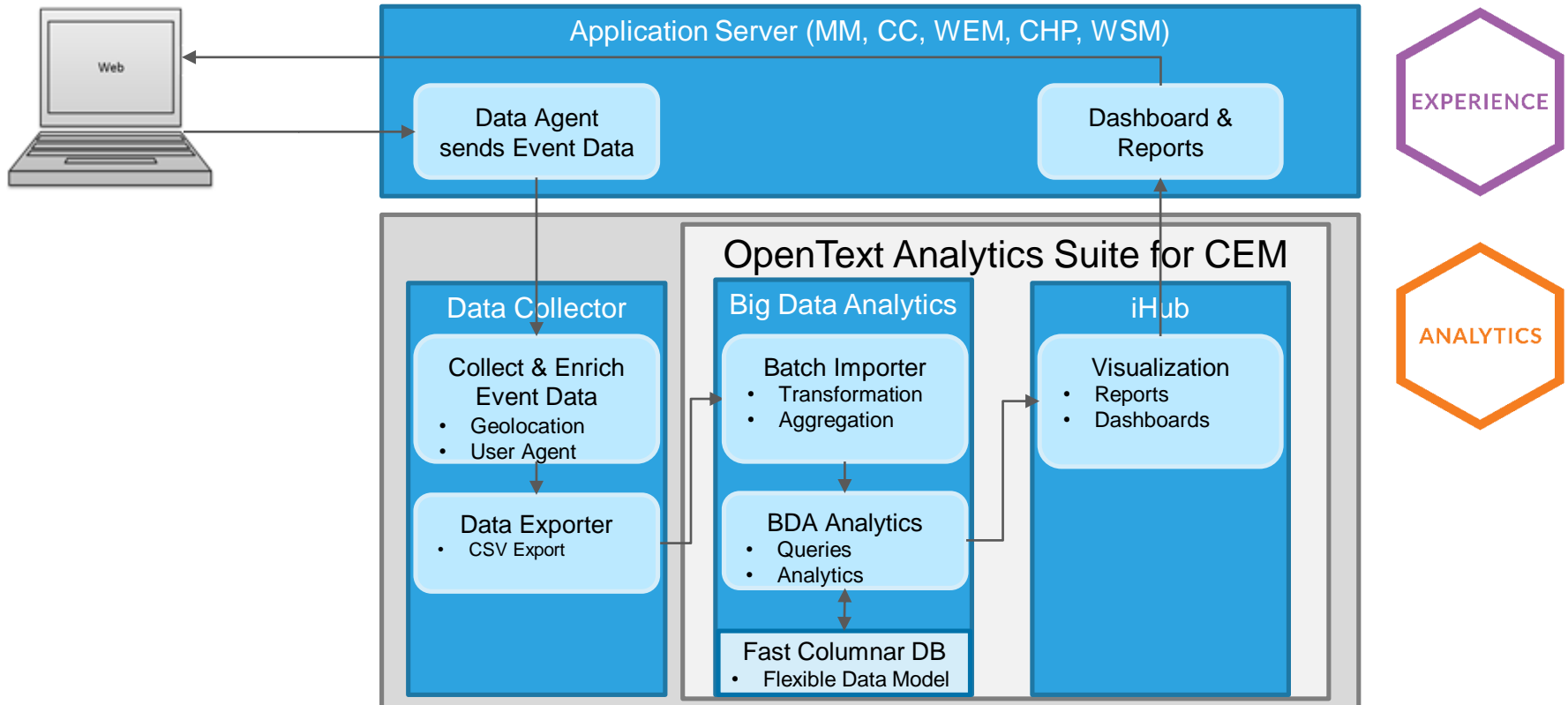
Massive **deflection** to the contact center from various touch points

“**First call resolution**” has a whole new meaning...

The contact center is becoming **Tier-2**, handling **complex, time consuming** issues

While on the phone with the contact center, **53%** of callers also access the website.

Experience Analytics - Components



Magellan – OT Analytics



WSM Roadmap



Web Site Management

Version: 16.0 Update 1

In progress: November 2016

✓ **Asset Management**

- Conversion of old Asset Manager to new Asset Folder
- Authorization for new Asset Folder
- Asset Panel supports the Asset Folder
- HTML 5 UI for asset editing

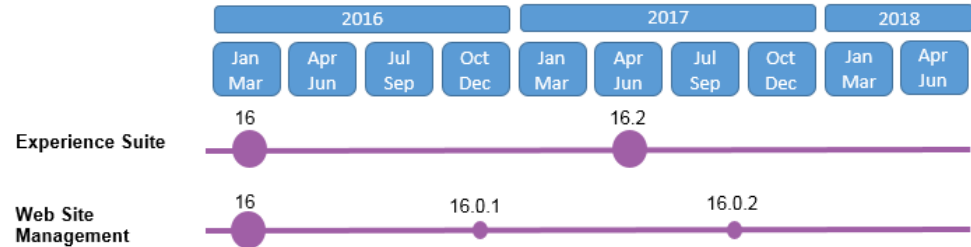
✓ **Enhance Reporting**

- Geolocation information available in reporting model
- Referrer information tracked and stored for reporting and targeting
- Homepage Widget for iHub Reports and Dashboards with SSO

✓ **Platforms & Integrations**

- Integration with Media Management 16 and Adaptive Delivery
- Support of Windows Server 2016 and MSSQL 2016
- Document Management Integration of SharePoint 2016
- Alignment of Microsoft Azure Load Balancing and WSM Clustering

WSM 16 SP2



■ Editorial Support

- Unified workflow management with one-page approvals

■ Dynamic Content Delivery

- Management of content snippets, taxonomy, and metadata management
- Delivery Server REST-API, AJAX access for DynaMent execution
- Enhanced personalization for targeting

■ Optimization

- A/B –Testing for static and dynamic pages
- Segmentation based analytics

■ Cloud Deployment

- One-click cluster node setup and configuration

■ Integrations

- OpenText Optimost integration for optimization of static pages
- Experience Analytics integration

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